



FOR IMMEDIATE RELEASE
September 25, 2019

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MEDIA ADVISORY

Launch of a new opioid awareness campaign and *Connections to Heal: Shining the light on MORI* event bring attention to national recovery month

MILWAUKEE - The City-County Heroin, Opioid and Cocaine Task Force (CCHOCTF), the City of Milwaukee Health Department (MHD), and Milwaukee Fire Department (MFD) are partnering to host the 1st official overdose awareness campaign event, *Connections to Heal: Shining the Light on MORI*, to be held today. The Milwaukee Overdose Response Initiative (MORI) is a Mobile Integrated Healthcare Program by MFD with the goal to decrease the number of repeated overdoses per victim through relationship building and linkages to available resources and treatment. The purpose of this event is to raise community awareness of their hard work and dedication to Milwaukee's health and to connect those who need help or guidance to free resources addressing opioid and other substance use disorders. Attendees will be provided with a free meal and have access to counselors, treatment providers, free naloxone with training, and housing and employment resources.

Along with this community event, the CCHOCTF and MHD will be launching a city-wide opioid awareness campaign. The initiative seeks to inform the public about the dangers and consequences of misusing prescription opioids, which has had a devastating impact on families and communities in Milwaukee. Campaign images will be seen on city bus tails and shelters as well as billboards in both Spanish and English. Goals of the campaign include:

- (1) Increase awareness that opioids can be addictive and dangerous.
- (2) Increase the number of individuals who avoid using opioids non-medically (recreationally).
- (3) Increase the number of individuals who choose options other than opioids for safe effective pain management.

To learn more about the campaign, visit milwaukee.gov/opioids.

When: Today, September 25, 2019 at 4:45PM

Where: 2400 S. 8th Street, Milwaukee, WI 53215

Speakers: Mayor Tom Barrett

Alderman Michael Murphy

Commissioner of Health Dr. Jeanette Kowalik – MHD

Fire Chief Mark Rohlfing – MFD

Captain Michael Wright – MFD

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Connections to Heal:

Shining the Light on MORI

(Milwaukee Overdose Response Initiative)



Wednesday, September 25th

5–7 pm

FIRE STATION 31

2400 S 8th Street

Milwaukee, WI 53215

Please join us for a free meal, and free resources addressing opioid and other substance abuse addictions.

In addition to free information, you will have access to counselors, treatment providers, free naloxone with training, and housing & employment resources.

This event is open to the public.

RSVP if possible by September 16th
to cgeige@milwaukee.gov or 414-286-3524

September is Recovery Month

Please bring
your unused medicines.
There will be a drop box
where you can safely
dispose of them.

Large
Print



This material is available in alternative formats for individuals with disabilities upon request. Please contact the City of Milwaukee ADA Coordinator at (414) 286-3475 or ADA.Coordinator@milwaukee.gov. Provide a 72 hour advance notice for large print and 7 days for Braille documents.

Partnering Agencies

Addiction Policy Forum, AIDS Resource Center of Wisconsin, Children's Community Health Plan, CleanSlate, Community Medical Services, Hunger Task Force, iCare, Meta House, Milwaukee Fire Department, Outreach Community Health Centers, Rogers Behavioral Health, Take Back My Meds



**CITY OF MKE
HEALTH DEPT**

9/19 MHD Graphics

Conexiones para curarse:

La luz brilla sobre MORI

(MORI: Iniciativa de Recuperación de Opioide de Milwaukee)



**Miércoles,
el 25 de Septiembre**

5–7 pm

**FIRE STATION 31
2400 S 8th Street
Milwaukee, WI 53215**

Por favor únase con nosotros para una comida sin costo alguno, y recursos gratis que discuten las adicciones del abuso de opioide y otras sustancias.

Además de la información gratis, usted tendrá acceso a consejeros, proveedores de tratamiento, naloxona gratis con entrenamiento, y recursos de vivienda & empleo.

Este evento está abierto al público.

***Confirmar asistencia, si es posible, para el 16 de septiembre a
cgeige@milwaukee.gov o 414-286-3524***

Septiembre es el Mes de Recuperación

Large
Print

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Braille

Este material está a la disposición en formatos alternativos para personas con incapacidades, si se solicitan. Por favor contacte al Coordinador de ADA de la Ciudad de Milwaukee al (414) 286-3475 ó ADACoordinator@milwaukee.gov. Denos un aviso 72 horas antes para letras grandes y de 7 días para un documento en Braille.

Agencias de colaboración:

Addiction Policy Forum, AIDS Resource Center of Wisconsin, Children's Community Health Plan, CleanSlate, Community Medical Services, Hunger Task Force, iCare, Manna Behavioral Services, Meta House, Milwaukee Fire Department, Outreach Community Health Centers, Rogers Behavioral Health, Roots Counseling Services, Roots Recovery Housing, Take Back My Meds, United Community Center



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